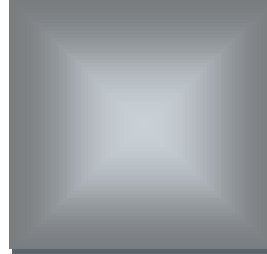


2017 IOWA INDUSTRY PROFILE

RETAIL TRADE

IOWA WORKFORCE DEVELOPMENT



Executive Summary

In 2016, the **Retail Trade** sector comprised 11.9 percent of all public and private covered employment in Iowa, providing jobs for 182,645 workers. These workers have an average annual wage of \$25,808, which is 42.6 percent lower than the average annual wage of \$44,925 for all employment. The retail trade sector is the third-largest sector in the state of Iowa.

Retail employment in Iowa had been declining prior to the Great Recession, and reached a 10-year low in 2010 employing 173,058 workers. Since 2010, retail trade in Iowa has gradually increased each year, adding a total of 9,587 jobs through 2016.

This sector's wages are low both regionally and nationally. In the Midwest, Iowa has the lowest average annual wage in the retail trade sector; moreover, Iowa's average annual wage is 14.8 percent lower than the national average.

The Retail Trade sector is not dominated by one gender, with women making up 51.3 percent of the sector's workforce.





RETAIL TRADE IOWA INDUSTRY PROFILE

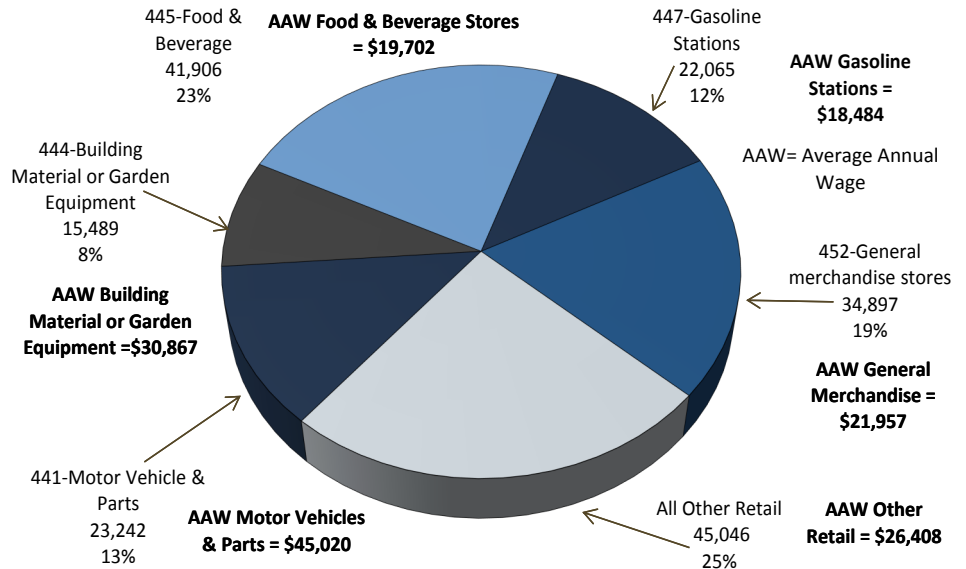
What is Retail Trade?

This sector comprises establishments engaged in retailing merchandise, generally without transformation, and rendering services incidental to the sale of merchandise.

The retailing process is the final step in the distribution of merchandise; retailers are, therefore, organized to sell merchandise in small quantities to the general public. This sector comprises two main types of retailers: store and non-store retailers.

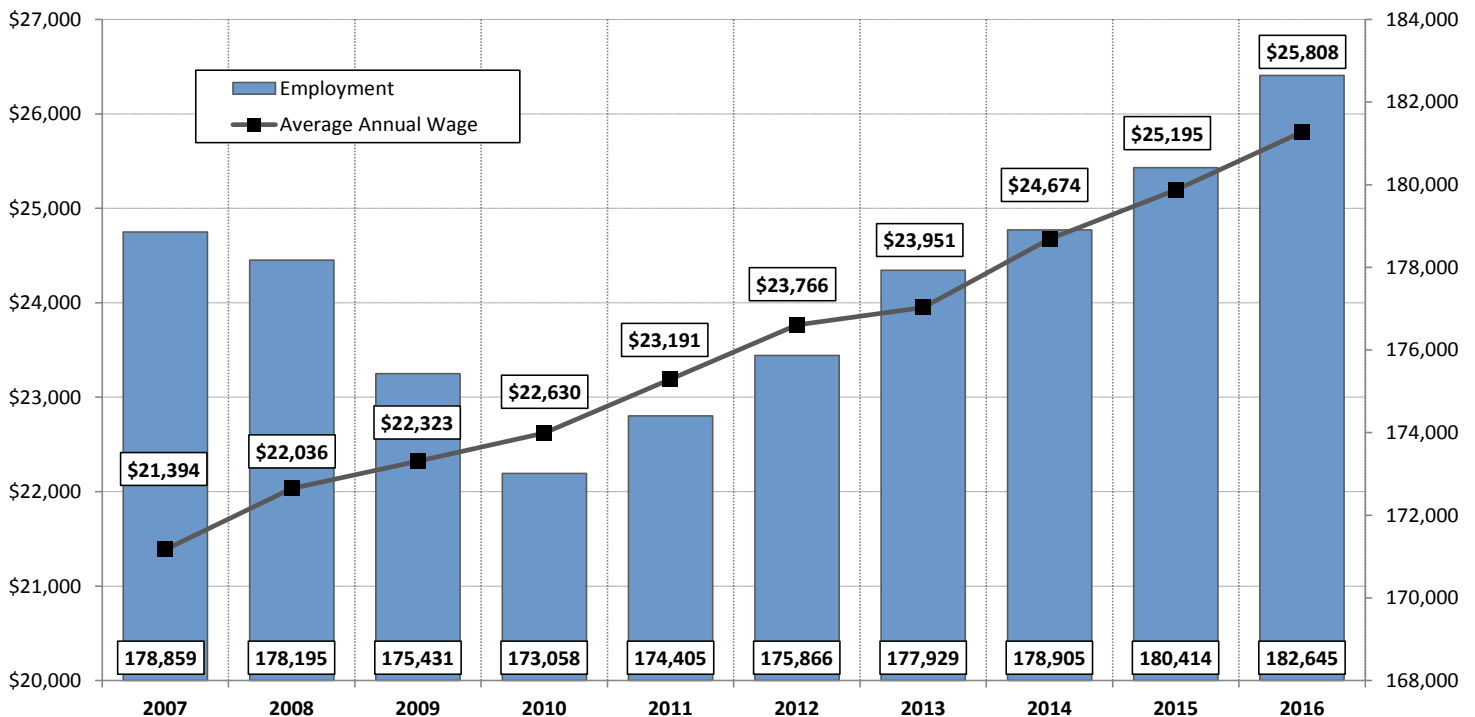
Source: www.bls.gov/cew/bls_naics/bls_naics_app.htm

2016 Industry Breakout by Employment in Iowa *Retail NAICS Industry Coding*



Source: Quarterly Census of Employment and Wages (QCEW), Iowa Workforce Development

2007-2016 Employment in Retail Trade in Iowa



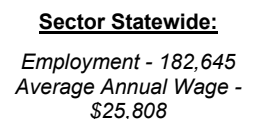
Source: Quarterly Census of Employment and Wages (QCEW), Iowa Workforce Development

Employers

In 2016, there were 11,864 **Retail Trade** industry establishments across Iowa. **Gasoline stations** had the most locations in Iowa with 1,758. However, the **All other retail** subsector accounted for the most employment, supplying 24.7 percent of all jobs in the sector.

Retail trade represents a wide variety of subsectors, specializing in different types of retail. There are twelve different subsectors in retail trade, and the five largest have been broken out for further examination in the pie chart on the previous page.

2016 Covered Employment in Retail Trade by County



Label Key:
First line is the county name followed by average employment and finally, average wage.

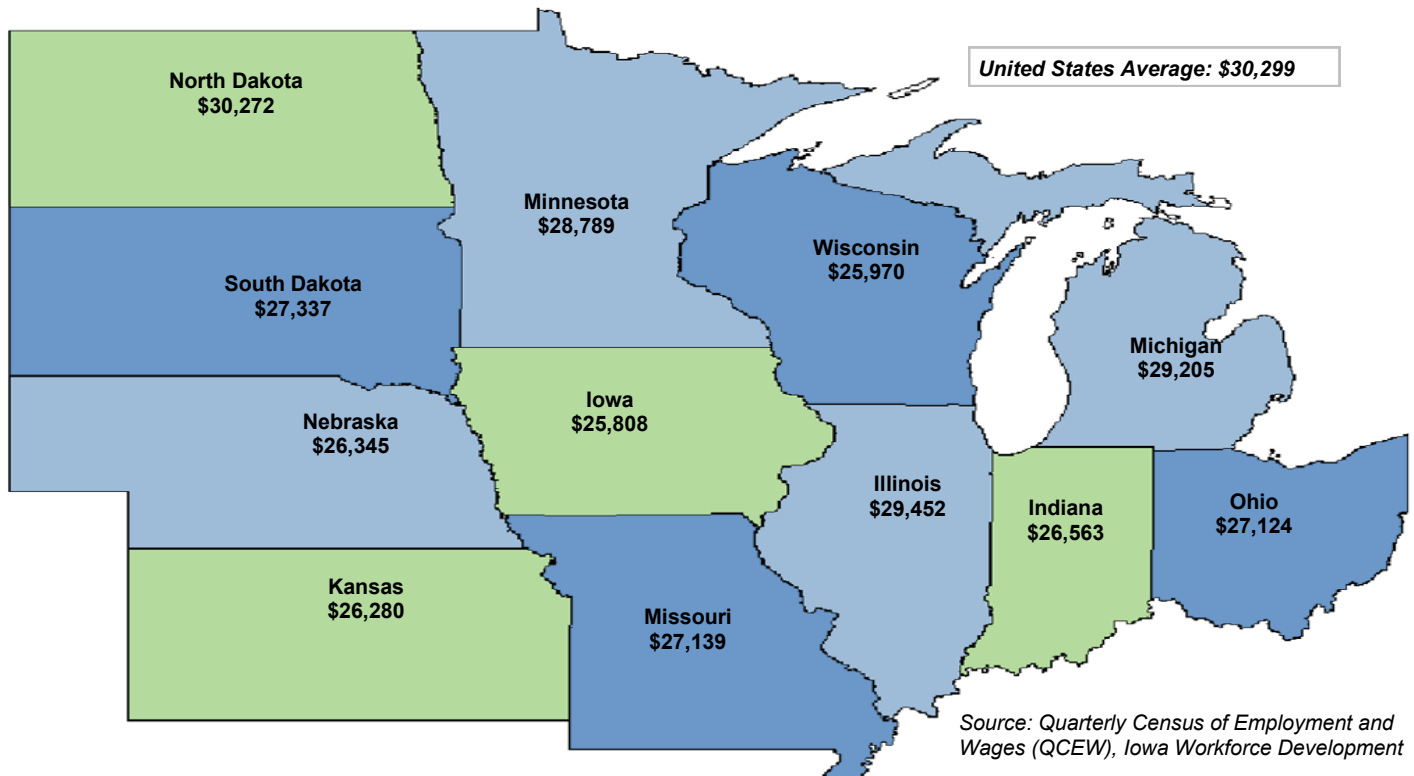
<https://www.iowaworkforcedevelopment.gov/labor-market-information-division>



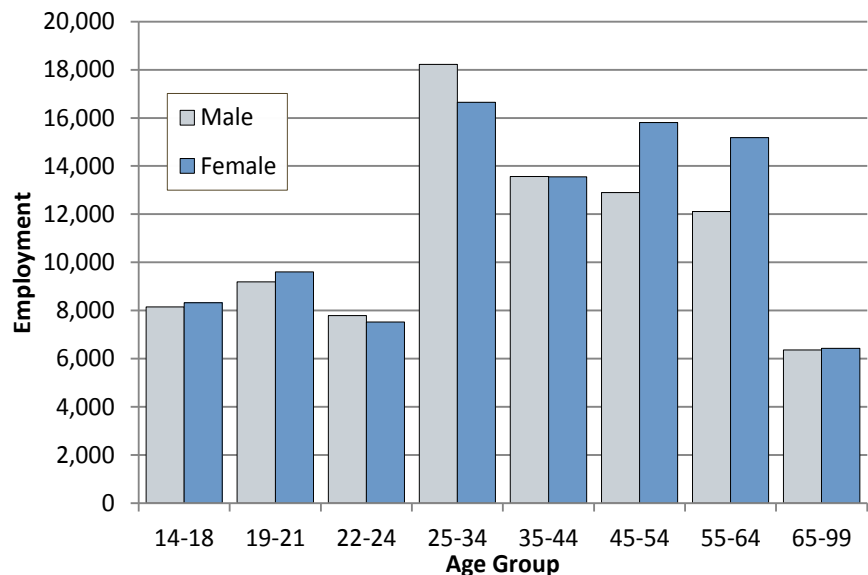
RETAIL TRADE IOWA INDUSTRY PROFILE

2016 Average Annual Wage for Covered Employment in Retail Trade

State Comparisons by Private Ownership



Industry Distribution by Age and Gender 2nd Qtr. 2016



Source: Local Employment Dynamics, Iowa Workforce Development and U.S. Census Bureau
<https://lehd.ces.census.gov/>

Contact Information

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